

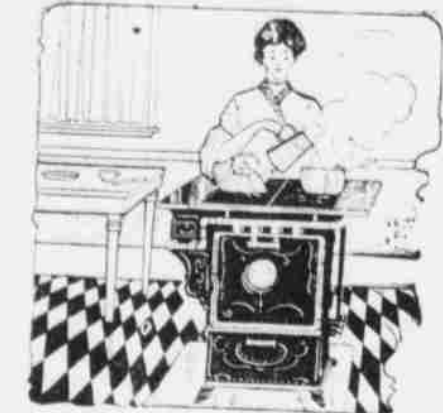
MAYSVILLE GAS CO.

Gas—Electricity.

Electricity is rapidly superseding all other forms of artificial lighting in public use and estimation. That this is so is due to the practically universal recognition of its superior quality, adaptation and convenience for lighting purposes. This is true of electric light not only in the ordinary field of useful service but more especially as it lends itself to original and studied effects in ornamental and display lighting.

Its liberal use for show-window advertising, electric signs and general publicity effects has become a valued and permanent asset in the business of the day.

This forging ahead of electricity as the recognized standard of excellence in artificial lighting would seem to indicate that the demand for gas had seen its best day, that the old familiar



luminescent would gradually be entirely supplanted by its young and more attractive rival. Such would doubtless have been the fate of gas had the field of artificial lighting been the limit of its useful commercial possibilities. Coincident, however, with the rise and growth of lighting with electricity and the decided preference of the public for its service, the use of gas as fuel for cooking and heating purposes first made its appearance.

The Bunsen burner, mixing one part of gas with six or seven parts of oxygen, thereby making a blue flame, much hotter than the gas itself, and its adaptation in the thousand and one devices and appliances for cooking and heating with gas has brought the cost of this service within the reach of every one who intelligently endeavors to effect the economy of which it is susceptible. Thus, notwithstanding the increased use of electric light, more gas is used today than ever before in its history. The housekeeper that has



once cooked with gas and learned its true economy will never be content with anything else.

Judging of the future by its own experience in the past, proven as typical by comparisons with statistics of the business throughout the United States, the Maysville Gas Company for several years past has been making all of its improvements and extensions with the view to increased demand and satisfactory service of lighting with electricity and cooking with gas. It now has manufacturing and distributing capacity for 50 per cent increase consumption per day of both gas and electricity over the maximum sent out of any twenty-four hours in the past and maintains a twenty-four hour readiness to serve of each.

Based upon the established and accepted theory of equitable rates, a sliding scale applies to the selling of both gas and electricity. While the present maximum rate for artificial



gas is \$1.00, and for electricity 15 cents, this maximum rate is practically nominal, a very small quantity of each being sold at this rate. Six years ago the average rate was the maximum rate. During the past three months the average rate for gas has been \$1.10 per 1,000 cubic feet; for electricity, 7 1/2 cents per 1,000 Watt hours. The greater the quantity consumed, the cheaper it can be produced and sold. By the adoption and operation of its sliding scale the Maysville Gas Company is constantly sharing with its customers the advantage derived from increased sales in the automatic lowering of its average rate. The market for the sale of gas and electricity in Maysville is limited to the population of Maysville. To fully develop its business in a limited market, it is actively soliciting for new customers and extending and improving its plants and service to supply them. To realize much increase, however, old customers must be shown the advantage to them of increased use of these utilities. The wonderful increase

in number and diversity of useful and economical application of gas and electric service to commercial and domestic necessities and requirements has furnished an attractive field for this purpose.

The advent of the "Tungsten" lamp has practically effected a reduction in the cost of electric lighting of 50 per cent, as compared with the carbon filament lamp in universal use several years ago, and this, together with the improved designs of reflectors, etc., have effected a large improvement in the distribution and diffusion of the light. The light from the new "Mazda" (Tungsten) incandescent lamps is very nearly pure white. It is the first artificial illuminant by which all colors can be distinguished, and the most delicate tints show clear and true in this light. In addition to the benefits of electric lighting in the home, a house properly wired is adapted to apply at a nominal cost all new apparatus as they come upon the market, such as electric irons, electric fans, suction sweepers, electric toasters, water heaters, sewing machine motors and other articles for household convenience. In fact electricity is adaptable for practically all purposes, and nowhere more than for factory purposes, for electric motors are needed wherever wheels turn. They are a saving in power, a reduction in expense, an increase in output, an improvement in product, easy to handle, clean, safe, and in fact some decided improvement always results when motors turn the wheels. These benefits are especially valuable to bakers, blacksmiths' bottlers, butchers, confectioners, contractors, dentists, dressmakers, grocers, laundries, housekeepers, jewelers, machinists, printers and woodworkers.

In an article of this nature it is impossible to more than touch lightly upon the many benefits of electrical service. The Maysville Gas Company, however, is in a position to show you many advantages in addition to those enumerated here, as well as to estimate the cost of wiring your store, shop or house, and would be pleased to furnish the information upon request, and solicits your inquiries.

W. W. WIKOFF.

Agent C. & O. Railway Co.

Total mileage over 2,000.

The Cincinnati Division was opened for operating purposes in 1888.

W. W. Wikoff, Agent, has been in charge of the Passenger business since January 1, 1891, and in charge of the Freight since August, 1897; the Freight business of the C. & O. previous to August, 1897, was conducted as a Joint Freight Agency with that of the L. & N. Railway; but in August, 1897, the C. & O. established an independent Freight Agency with W. W. Wikoff in charge. In the nine years previous to 1897 there were five Freight Agents in charge of the C. & O. and L. & N. Joint Agency at this point.

The C. & O. freight business has more than quadrupled since the independent Agency has been established. The Freight House was originally 75 feet in length; it is now 225 feet, and an extension is badly needed on account of the amount of freight being handled at present.

Besides the double tracking from



W. W. Wikoff.

Fairgrounds to Brosnars, there have been numerous sidings installed throughout the city, as well as a large number of private sidings installed at the various Manufacturing Plants; there now being twenty-three sidings from Fairgrounds to the Pogue Distillery, and urgent need of more in order to take care of the constantly increasing business.

W. W. Wikoff's clerical force is usually recruited from the High School scholars, over twenty of these young men having started their business career with him, in the Freight Office, and all of whom, with one or two exceptions, are now holding good-paying positions.

The C. & O. employs sixty-three employees at this point, forty-eight of whom are residents of Maysville. There are also several camp outfits. The monthly pay roll averages over four thousand dollars, practically all of which is expended with the merchants right here in Maysville.

The C. & O. Passenger Service is unexcelled for fine service, and that the same has been duly appreciated by its patrons is shown by the large number of passenger trains now in operation in order to take care of its rapidly increasing passenger business. The C. & O.'s policy has always been a liberal one, and is being maintained as is shown by the expenditure of millions of dollars in double-tracking its system, and adding betterments from time to time to its already excellent facilities.

One can now step on a palatial train at Maysville, and without any change can leave same at St. Louis, Chicago or New York, and at these far distant points can make direct connection, in Union Stations, for any of the large cities in the United States, Canada or Mexico.

W. HOLTON KEY

Real Estate and Insurance.

W. Holton Key was born on a farm in Mason county, Kentucky, and has lived in Maysville since 1898. In 1902 he started in the insurance business, and in 1907, added Real Estate to the line. He buys, sells, and exchanges real estate in both city and county, and has a large list of city and farm properties, both vacant and improved, at all times to select from, and is in a position to suit anybody with anything in the way of realty. In the insurance department he writes policies of all descriptions, Life, Fire, Accident, Liability, Surety Bonds, etc., and among others represents such large and well known companies as The Royal Insurance Company of Liverpool, (the largest Fire Insurance Company in the world), Springfield F. & M. Insurance Co., of Mass., Hanover,

Niagara and German Alliance Insurance Cos., of New York, American Surety Co. of New York, who write surety bonds of every description, and the Traveler's Insurance Co., of Hartford, Conn., who write life insurance at the lowest cost of any life insurance company in existence, and who carry out the policy of this office in letting every one insured know exactly what amount will be received by them from the Company at any specified time. This same company write all accident and liability insurance for W. Holton Key.

It has always been the aim of this agency to give the best service possible which accounts in no small degree for its success from the very beginning of its business existence until now.

The Real Estate and Insurance offices of W. Holton Key are located at Second and Court streets, over Mitchell, Finch & Co's. Bank.

D. HUNT & SON

Dry Goods, Carpets, Etc.

This pioneer dry goods firm was established in 1852, under the name of Mullins & Hunt. The former died in 1882, and his interest was purchased from the estate by D. Hunt, and his son, John M. Hunt, was admitted to the firm. Since the death of D. Hunt,

ready-to-wear garments, corsets, notions, ladies' furnishing goods, novel ties, carpets, rugs, matting, linoleums, oil cloths, window shades and in fact everything to be found in a metropolitan store of this kind. Mr. Hunt makes numerous trips to the large Eastern markets each year, thus keeping in touch with the latest and most up-to-date styles in both domestic and foreign goods, for he heartily



D. Hunt & Son's Dry Goods Emporium

In 1901, John M. Hunt has been the owner and active manager of the business, the old name of D. Hunt & Son, however, being retained. For fifty-eight years this business has been in the one family, and the name "Hunt" has become a familiar one throughout all this section of Kentucky.

They occupy a building 40x100 feet and of four stories in height, which is completely stocked with dry goods, dress goods, laces, silks, ladies'

believe that nothing is too good for the people of Maysville, and that his efforts are appreciated is proven by the large patronage enjoyed by the firm. Many improvements have been made in, and about the store within the past few years, among which are the main show windows, which always display something handsome and artistic and by watching them one can keep posted on the new novelties as they appear on the market.

THE F. H. TRAXEL CO.

Baked Goods, Ice Cream, Etc.

A business place that excels in the excellence of its furnishings, in taste of arrangement and in inviting appearance is that of the above named company. They carry a full line of candies manufactured by themselves, as well as from the leading makers in the country, and dispense delicious soda from a sanitary, modern fountain. They are also bakers of everything from wholesome bread to the daintiest cakes, and conduct an ice cream parlor where their own made cream is served by the plate.

A specialty is made of catering for weddings, socials, etc., in a first class manner and everything supplied is of the best.

W. L. Traxel has again assumed charge of the business, which is a guarantee that the former excellence can be relied upon. He will be pleased to see his old friends once more.

The F. H. Traxel Co. is located at 22 West Second street.

ARTHUR F. CURRAN.

Editor Daily Public Ledger.

Arthur F. Curran, Editor, Publisher and owner of The Maysville Daily Public Ledger, was born near Dover, Mason county, Kentucky. He obtained his education in the Dover public schools and at Minerva College, and then learned the printing trade. For seven years he was owner and publisher of "The Dover News," and for three years was employed in the Treasury Branch of the Government Printing Office, Washington, D. C. Returning to his native city he published The Dover Public Messenger for nine years; edited and published The Augusta Times; also The Sardinia (O.) Journal, and on January 7, 1907, purchased The Public Ledger of this city.

The Public Ledger has the largest circulation of any daily paper in Mason county, and reaches every class of citizens, hence its value as an advertising medium is apparent to the merchants.

CAPT. C. M. PHISTER

Wharfmaster.

Captain C. M. Phister is of an old pioneer family and was born and reared in Mason county, Kentucky. His school days over he was for a time in the employ of the Maysville Cotton Mills, and later an officer on one of the river steamboats, and a very popular official. He has been Wharfmaster here for over twenty-five years, and owner of the ferry between here and Aberdeen, Ohio, for nineteen years. He has lived in Maysville all his life, and been identified with river navigation since his boyhood. The ferry-boat Laurance was named for his son and is conceded to be the finest and most substantial ferry-boat on the Upper Ohio. Captain Phister is a gentleman of great business ability and the satisfactory conditions which prevail at the docks is due to his management and principally to the fact that he knows exactly what is due to patrons. He is steamboat and transfer agent and has full authority to make freight and passenger rates, etc., and was elected Wharfmaster here for twenty-five years. He controls the business of the following companies here at Maysville: The Cincinnati, Pomeroy and Charleston Packet Company and the Pittsburgh and Cincinnati Packet Line. Among other fine boats the former Company operates is the steamer Courier, which runs daily between Maysville and Cincinnati.

He controls the ferry landings here and at Aberdeen, and regular trips are made between the two cities.

Captain Phister has lived here so long that he has become identified with Maysville and its interests, and is always ready to do all in his power to promote the welfare of the city.

H. S. ELLIS

Agent L. & N. Railway Company.

H. S. Ellis, agent at this point for the Louisville and Nashville Railway Co., was born in Fort Thomas, Ky., and moved with his parents to Butler, Ky., when a child. His education was obtained at the schools of Butler and at Vincennes, Ind., University.

In 1886 he went to work for the old Kentucky Central Railway—which the L. & N. absorbed in 1890—and came to Maysville in November, 1903, as local agent for the L. & N. He was agent at Butler, Ky., for eleven years previous to coming here, and early in his railroad career was operator in the train dispatcher's and Superintendent's offices at Cincinnati, Ohio, and Paris, Ky., as well as train dispatcher. In all he has been with the L. & N. road over twenty-four years.

Maysville is a very important shipping point owing to the large tobacco, distillery and other interests here, and during the past three years the business of the road here has increased about 50 per cent.

A short time ago H. S. Ellis was offered a position with the same company at Richmond, Ky., which he de-



H. S. Ellis.

clined, feeling that Maysville was plenty good enough for him. In doing this we feel he showed exceedingly good judgment, and, moreover, Maysville is pleased to continue to number him among its many other progressive citizens.

COMMERCIAL CLUB

Of Maysville, Kentucky.

The Commercial Club, now in process of organization, bids fair to take a very important position in the future prosperity of Maysville, and every citizen should be interested in it, subscribe for shares of stock, and appoint himself a committee of one to get others interested. The business men, who are pushing the proposition, have already assurance of about fifty, who have taken one hundred dollar subscriptions each, and a membership of at least two hundred is looked for. The purchase of one share of stock entitles the holder to membership. Stock will be issued in five or ten dollar shares, at the discretion of the Directors, who will be elected by the subscribers-at-large.

The object of the organization will be the advancement of Maysville along all legitimate lines, and particularly in interesting outside industries to locate here. The story of the strides made by the infant tobacco industry here, published on another page of this edition, is proof of what can be accomplished by the united action of our citizens.

MIKE BROWN

The Square Deal Man.

Mike Brown, has been established in business since 1894, and is a manufacturer, jobber and retailer of harness, buggies, wagons, hardware, saddlery, etc., and his stock is the largest to be found in Maysville. He occupies two floors of a building 32x150 feet, with workrooms in the rear where hand-made harness is manufactured and repair work of all kinds done. In addition he occupies the Princess Rink Building 72x150 feet, for surplus stock



Mike Brown

and storage purposes. He handles only the best of everything, and has three hundred and fifty vehicles of all styles, and all "set up." This is more styles, and more vehicles, than can be seen in any city in Kentucky, or even in Cincinnati.

Mike Brown is widely known among the farmers of this section of the section with whom he has large dealings. He is popularly known as "The Square Deal Man," and the large volume of business done by him proves the title has not been misplaced.



F. T. Gallenstein

F. T. Gallenstein, whose genial smile greets you out of the accompanying photo, is the junior member and the leading salesman. Mr. Gallenstein is one of nature's noblemen. Having been taught in the stern school of experience, he has gleaned much useful knowledge, which asset, combined with a fluent tongue, innate courtesy and honesty and a keen sense of humor, makes him an A1 salesman and a valuable addition to the Square Deal Store.

The office and repository of Mike Brown is located at 12 and 14 East Second street.

J. A. SIMPSON

Practical Optician.

Dr. J. A. Simpson, Optometrist and Optician, was born in Iowa, where he obtained his early education. He later graduated from the Bradley Polytechnic Institute, Peoria, Ill., after which



J. A. Simpson

he took practical instruction under several noted oculists and opticians, and is therefore familiar with his profession in all its various branches. In August, 1908, he located in Maysville and has been here since.

It is a well known fact that many complaints are attributed to the eye, and that eyes, when carefully and properly fitted with good glasses, often restore the entire system to a healthful condition.

Dr. Simpson's offices are equipped with all the most modern apparatus and instruments known to the profession, and he carries a large line of optical goods. He is prepared to examine and test the most delicate eyes and fit them with glasses in a proper and scientific manner and guarantees satisfaction.

The offices of Dr. J. A. Simpson are in Suites 2 and 3, First National Bank Building.